互联网+

小米案例版

刘润 著　叶光森 整理

2015年两会期间，李克强总理在《政府工作报告》中首次提出“互联网＋”行动计划

第一本讲透“互联网+”的书，著名财经作家吴晓波赞赏推荐

5年内从0做到743亿，小米口述“互联网＋进化之道”

小米科技联合创始人、总裁
林斌

小米科技联合创始人、副总裁
黎万强

小米科技联合创始人、副总裁
刘德

小米科技联合创始人、副总裁
洪锋

小米科技联合创始人、副总裁
黄江吉

小米网售后总监
张剑慧

小米网售后高级经理
孙波

小米网新媒体总监
钟雨飞

小米科技MIUI研发总监
李伟星

小米客服高级总监
杨京津

小米之家贵阳店长
曾鸣

小米科技投资人、晨兴资本董事总经理
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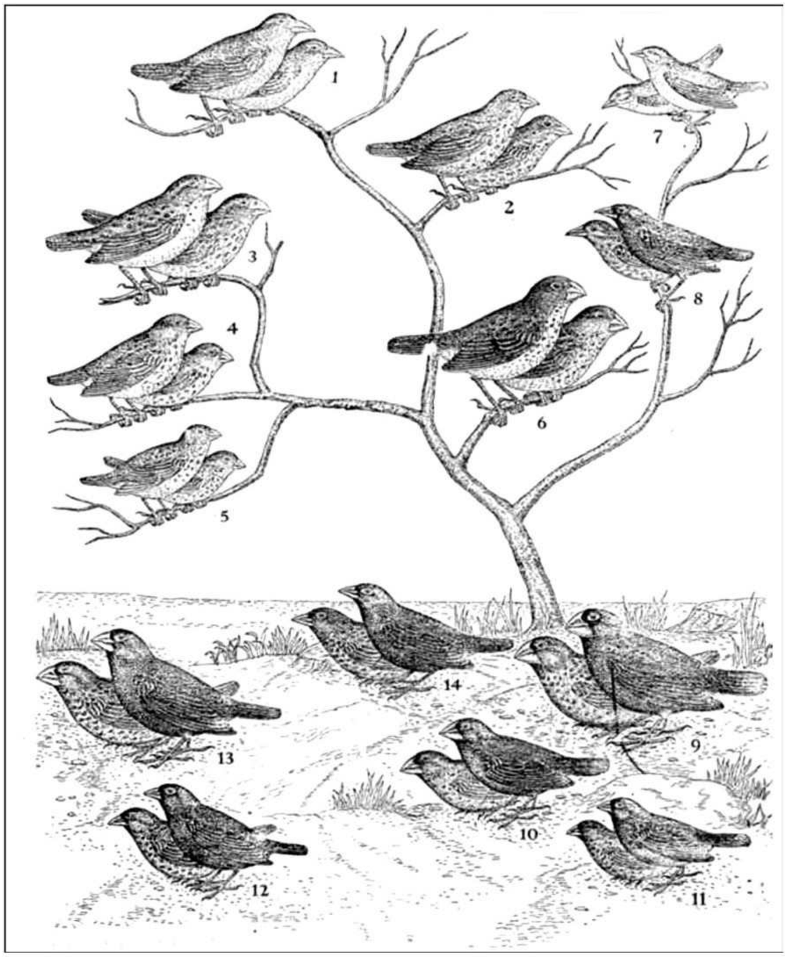
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地质年代表

宙	代	纪	世	距今年数	生物的进化		
显生宙	新生代	第四纪	全新世	1万			人类时代　现代动物 现代植物
			更新世	200万			
		第三纪	上新世	600万			被子植物和 兽类时代
			中新世	2200万			
			渐新世	3800万			
			始新世	5500万			
			古新世	6500万			
	中生代	白垩纪		1.37亿			裸子植物和 爬行动物时代
		侏罗纪		1.95亿			
		三迭纪		2.30亿			
	古生代	二迭纪		2.85亿			蕨类和 两栖类时代
		石炭纪		3.50亿			
		泥盆纪		4.05亿			裸蕨植物 鱼类时代
		志留纪		4.40亿			
		奥陶纪		5.00亿			真核藻类和 无脊椎动物时代
		寒武纪		6.00亿			
隐生宙	元古	震旦纪		13.0亿			
				19.0亿			细菌藻类时代
				34.0亿			
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产品为王
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渠道为王
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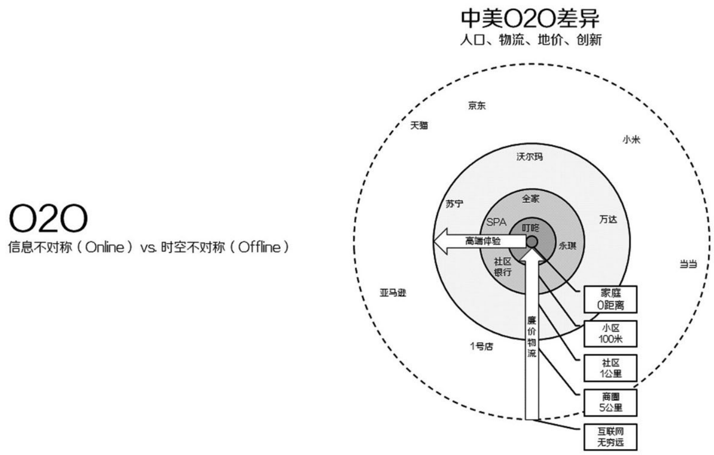
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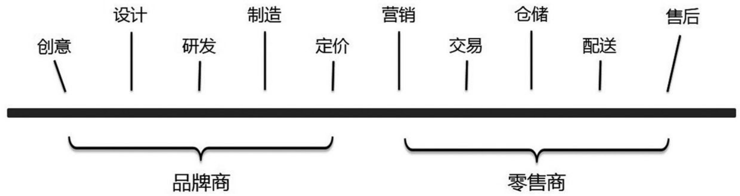
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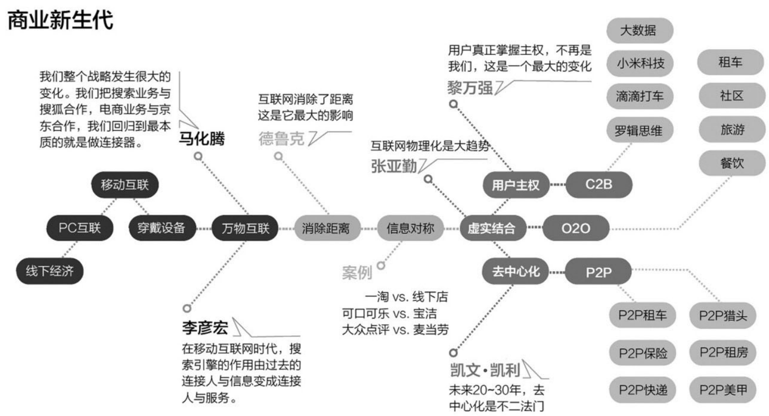
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商业新生代
我们整个战略发生很大的变化。我们把搜索业务与搜狐合作，电商业务与京东合作，我们回归到最本质的就是做连接器。
马化腾
互联网消除了距离这是它最大的影响
德鲁克
用户真正掌握主权，不再是我们，这是一个最大的变化
黎万强
互联网物理化是大趋势
张亚勤
大数据
小米科技
滴滴打车
罗辑思维
租车
社区
旅游
餐饮
移动互联
PC互联
穿戴设备
万物互联
线下经济
消除距离
信息对称
虚实结合
用户主权
C2B
O2O
去中心化
P2P
案例
一淘 vs. 线下店
可口可乐 vs. 宝洁
大众点评 vs. 麦当劳
李彦宏
在移动互联网时代，搜索引擎的作用由过去的连接人与信息变成连接人与服务。
凯文·凯利
未来20~30年，去中心化是不二法门
P2P租车
P2P猎头
P2P保险
P2P租房
P2P快递
P2P美甲

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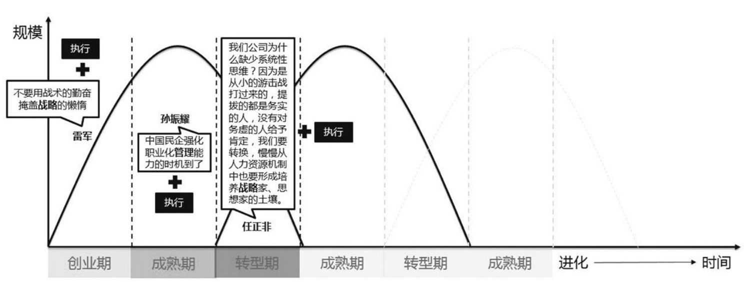
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总经理10%股份	8%	3%	5%	16%
裂变骨干15%股份	12%	4.5%	7.5%	24%
集团其他入股员工25%股份	0	7.5%	12.5%	20%
母公司两个原始股东50%股份	0	15%	25%	40%

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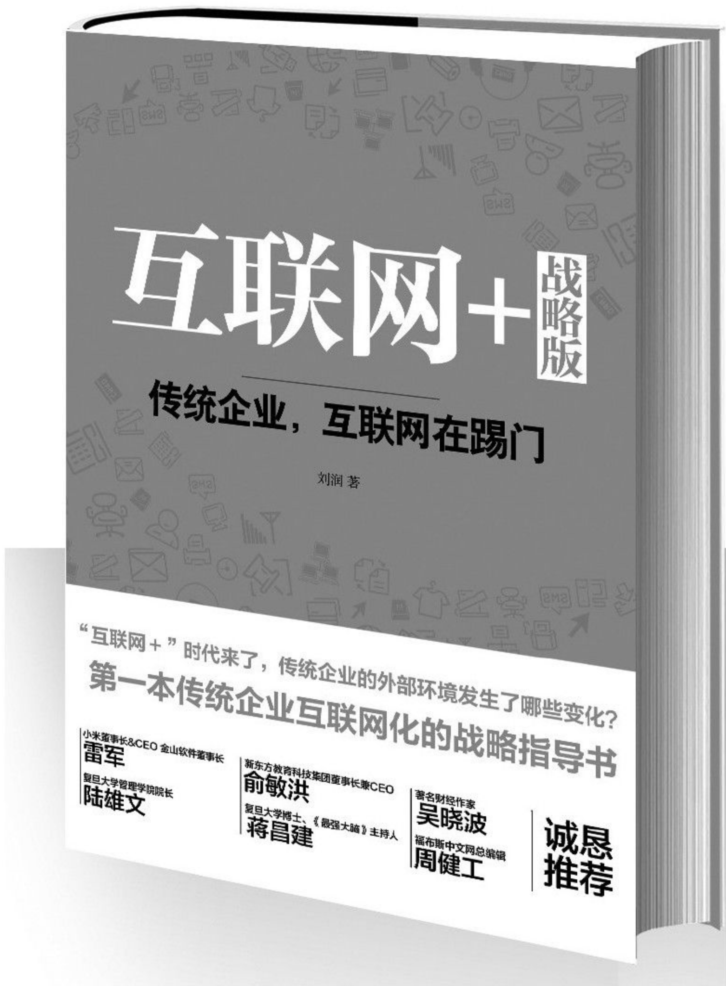
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传统企业，互联网在踢门
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蒋昌建
著名财经作家
吴晓波
福布斯中文网总编辑
周健工
诚恳推荐

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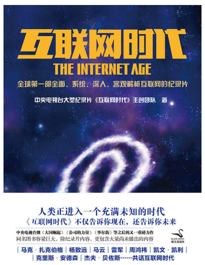
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[1] Airbnb

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